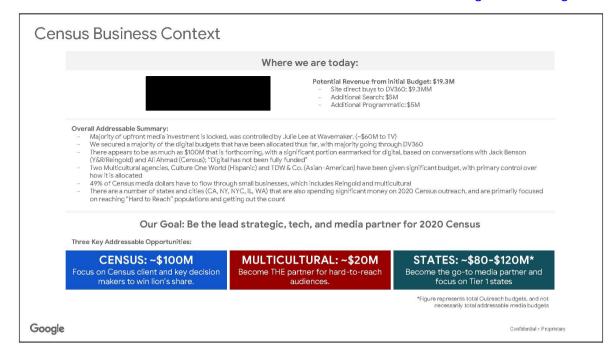
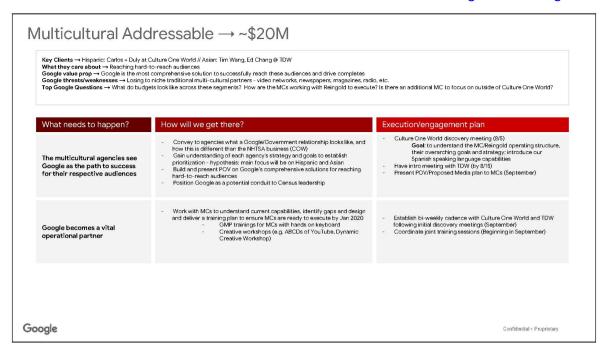


WHAT ARE WE solving for? Paint big picture.



What they care about → Misinformation, I Current State of Play: Census: Our recent contacts with Steven IB They would like to have a "360 Census/Goo Team Y&R Leadership: Jack and Alex are s	enson (Y&R:Reingod), Alex Hughes (Y&R), potentially Julie Lee (Wavemaker) // Influer Bad Actors, Equitable Reach, Political Optics, telling the story post-Census Buckner and Ali Ahmad have had positive effects, we have introduced uncertainty abo gle meeting" with both Policy and Ads to discuss their biggest concerns and hearing o supportive of our efforts to influence Census thinking; and can serve as powerful influe pt us at arms length, she has read our initial POV and is open to continued discussion s	ut their current plan and they are interested in hearing our perspective. pur POV (Targeting Week of 21/2) ancers after Census raises concerns internally
What needs to happen?	How will we get there?	Execution/engagement plan
Census needs to believe they cannot successfully pull off the Census without Google's insight, expertise, and media	Convey to Census what an effective Google/Government relationship looks like (e.g., Elections, FDA, Healthcare), and establish ourselves as advisors and influencers (Policy and Adv). Build S present our POV on how Census to allocate their budget to maximize equitable reach and drive Census completes. Clearly demonstrate the value and control their ad tech infrastructure delivers – position it as the premiere platform for ad dollars. Prove we are the partner to help Census tell its success story.	Initial 260 meeting (week of 8/12): Goals to establish a regular cadence for future 260 meetings, and understand timing/ decision process of \$1,000 meetings, and understand timing/ Present Coogle's establing media strategy and unfunded recommendations to Census (September) Secure meeting with "Libit to present media strategy and unfunded recommendations (September) Measurement presentation, proposal, and discussion (September)
Google establishes a regular cadence/partnership with the Census directly	- Bi-weekly cadence leading up to Census launch: - Regular Policy Updates - Insights we're seeing that can inform Census strategy; Establishing Google is the conduit to misinformation (e.g. Google news volume, search by DMA) - Two core narratives Census; you cannot reach these audiences and drive signups w/o Google - Agencies: Census narrative - media strategy and tactics	Bi-weekly meeting with Buckner starting in September Bi-weekly cadence leading up to Census launch starting in September September Establish monthly Alex / Courtney check-ins (mirror AARP)
Google infuses operational excellence at every level of the Census effort	Census: Introducing the best practices we currently use across the Federal Government, articulating what "good" looks like (Buckner expressed interest in this laready) GMP Agency Training: Getting Reingold/MCs the support they need to be set up for success (GMP and C'nestive)	Initial Joint Strategy Session with Reingold (Mid August) DV360 trainings starting in September Creative meetings in September



State: Julie Menin, Census Czar Washingt What they care about → Reaching hard- Google value prop → Top brand & perfor Google threats/weaknesses → Losing to	California Complete Count; Mercury Agency; Nicole Flotteron, Managing Director Illinom: TBD o-reach and Driving in-state Census completes mance solutions to get in front of HTR populations and drive in-state completes community outreach orgs, local media, and FB budgets lock like, and what % will be going to media?	also Na Coleman, Assistant George (187), il Figurian Astronomi Cana A
What needs to happen?	How will we get there?	Execution/engagement plan
Every Tier 1 state views Google as THE media expert.	Continue to understand the who the states are with significant outreach budgets Identify key end client and agency players for those states; introduce Google and convey what effective Google/Government relationship looks ike, and establish ourselves as advisors Position ourselves as key media advisors by providing RFP perspective Present our POV on how to get in front of hard-to-reach populations and drive state-level Census completes	Initial Policy + Ads Call with California (Mercury) (8/6) Initial Discovery Meeting with Illinois (8/9) Engage NYCNY'S Government contacts (Mid-August) Engage CA State Government contacts (Mid-August) Engage WA State Government contacts (Mid-August)
Establish 2-tier states structure: Tier 1: Top -5 Addressable Tier 2: All other states and cities	For Tier 2 states: Design and deliver scalable media playbook that helps states execute on their individual digital outreach efforts	Leverage conversations with Tier1 states to understand common state/local level challenges Develop playbook and potential webinar to be posted on Census website

